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BULLDOG YOUTH SPORTS EMPLOYS USA FOOTBALL LEAGUE AFFILIATION MEMBERSHIP

Bulldog Youth Sports spanning Wauconda, Island Lake, Port Barrington and Volo, Ill., is committed to ensure a positive youth football experience in 2011 by providing new league-wide benefits for its players, parents and coaches through USA Football's League Affiliation membership. USA Football is the sport's national governing body in the United States and is the official youth football development partner of the NFL and its 32 teams.

Bulldog Youth Sports is comprised of 250 players and 50 coaches. Each of the league's players and coaches will become USA Football members with access to member resources and benefits.

All tackle football coaches will be prepared to lead their teams this season by completing a 15-chapter coaching education course on usafootball.com, encompassing how to best teach football fundamentals, communicating with players and player health and safety, including concussion education and management. Flag football coaches will complete a similar eight-chapter course.

Every Bulldog Youth Sports player, parent and coach will receive USA Football development resources, including access to an online film room to help teach football fundamentals, a computer-animated library of football drills organized by position to prepare players for their next practice, a practice planner for coaches to efficiently structure their practice sessions and more.

Parents, players and coaches also have access to usafootball.com myCOACH'S and myPLAYER'S pages – a secure social network that connects coaches to players and parents beyond the practice field with USA Football development resources, including an NFL Films video library with film clips and narration demonstrating NFL players' football techniques.

"League affiliation is cutting edge and just what we are looking for in order to take our communication throughout the league to the next level," Bulldog Youth Sports President **CHRIS RODGERS** said. "It will increase the ability of our coaching staff by providing all the tools needed to be organized and successful, including the practice planner, drills library and video clips, which the players can also review prior to practice. This will be very effective and efficient as our coaches can concentrate on the fundamentals during practice."

USA Football's League Affiliation also provides cost-saving features, including subsidies for adult volunteer background checks, league websites and online player registration systems as well as affordable league insurance policies. Bulldog Youth Sports also possesses a direct relationship with USA Football, the NFL and its teams.

"Bulldog Youth Sports is dedicated to its players, families and coaches," USA Football Executive Director **SCOTT HALLENBECK** said. "Through Chris' leadership, USA Football's member resources will deliver a fun and exciting season while offering a deeper knowledge of the sport and its inherent team-first values."

USA Football members – youth football players, coaches, commissioners and game officials – reside in all 50 states and Washington, D.C.

About USA Football

USA Football, the sport's national governing body in the United States, inspires participation, and ensures a positive experience for all youth, high school, and other amateur players. The independent nonprofit hosts more than 80 football training events annually for coaches, players and youth football league commissioners. USA Football is the official youth football development partner of the NFL and its 32 teams and manages U.S. national teams for international competition. Endowed by the NFL and NFL Players Association in 2002 through the NFL Youth Football Fund, USA Football distributes \$1 million annually in equipment grants and offers youth league volunteer background check subsidies. Former NFL team executive Carl Peterson is USA Football's chairman.